



## California Department of Food & Agricultural

Governor Pete Wilson  
Secretary Ann M. Veneman

1998 California Agricultural Resource Directory

GOVERNOR PETE WILSON

November 20, 1998

Dear Friends,

Agriculture continues to be one of the most vital and unique components of California's economy, providing one out of ten jobs and over \$100 billion in farm income and related economic activity.

For the past 50 years, California has been the largest agriculture producing state in the nation. During 1997 California's annual Farm-gate value reached record levels again, earning \$26.8 billion. California produces 350 different crops and commodities and leads the nation in production of 75 of these crops and commodities. We grow nearly half of the nation's supply of fruits, nuts and vegetables.

Our food and agricultural community continues to produce the safest and highest quality food in the world. The state has long been a leader in food production, technology use, and food safety assurance.

As we look forward to the twenty-first century, Californians should be proud of the fact that we are part of the most sophisticated agricultural economy the world has ever produced. It is my hope that you will find this resource directory valuable in learning more about California agriculture and its importance to the Golden State.

Sincerely,



STATE CAPITOL \* SACRAMENTO, CALIFORNIA 95814 • (916) 445-2841



STATE OF CALIFORNIA

**DEPARTMENT OF FOOD AND AGRICULTURE**

1220 N Street, Suite 409  
Sacramento, CA 95814

November 1998

Dear Friends,

We are pleased to bring you the California Agricultural Resource Directory, our annual publication which provides important contacts in the agriculture industry and detailed statistical information on California agriculture, including crop production, export sales, food safety, nutrition education, and much more.

California's agricultural production last year was a record setting \$26.8 billion! Our farmers today are more productive than ever before – while using fewer acres, consuming less water, and adding greater benefit to the environment.

As we literally "grow" the future, California has positioned itself to prosper in the ever-changing global marketplace. We've even developed a new method with the UC Davis Ag Issues Center that more accurately captures export statistics for California. Despite the difficulties in Asia, 1997 export figures show food and agricultural exports remaining steady during 1997 with California exporting nearly 20% of what was grown.

The California Department of Food and Agriculture has always focused its efforts on creating a dynamic, world-class organization of excellence, innovation, and creativity while providing the best service available to consumers and the food and agricultural industry.

During the past several years, we have worked to foster partnerships among industry, government and academia. Through these partnerships we have been able to enhance food safety, increase public education and outreach, improve our pest and disease prevention programs and help California become an internationally recognized leader in agriculture. These and other programs are detailed in the CDFA section of this publication.

Looking toward the new millennium, California's continued success will be directly linked to the ability to anticipate and effectively adapt to the changes that are taking place every day. These changes are occurring faster than they ever have before and we at CDFA are making every effort to ensure that California's food and agriculture industry has every tool available to compete and stay ahead.



Ann M. Veneman  
Secretary, California Department of Food & Agriculture





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# *Look us up on the internet...*

*and surf the fields of  
California Agriculture at*

**www.cdfa.ca.gov**



## **News & Info**

Hear a voice message from Secretary of Agriculture Ann M. Veneman, learn the history behind the Department of Food and Agriculture, and get the most current agriculture regulations and publications when you visit "News & Info." If current events strike your fancy, a wide array of press releases, a calendar of agriculture-related activities, and the latest issues await you.

Hot topics include El Niño updates and Medfly reports. You can even access the National Weather Service and other related weather sites at this location!

## **Facts**

Have a question about a particular fruit or vegetable? Want to know how many pounds of food California produces each year? You can get the answers to these questions and more in the "Facts" section of this page.

Commodity information from apples to zucchini, fun agriculture facts, and a plethora of agriculture export information are at your fingertips. This location is an ideal resource for teachers and students!

## **What's New?**

Interested in the latest information on agricultural trade, commodities, or pest prevention? "What's New" addresses the most current agriculture-related issues and serves as a wealth of information for those who follow the day-to-day changes in the agriculture industry.

## **Links**

Over 250 links into the world of agriculture are just a mouse click away when you visit the "Links" section of this page. Topics include commodity groups, marketing orders, food safety, cooking, agricultural insurance, weather services, state and federal agriculture-related agencies, water issues, the California university agriculture departments and much more.

## **Programs & Services**

Visit "Programs & Services" to discover the variety of programs CDFA oversees, including the Agricultural Statistics Service and Fairs & Expositions.

We think you'll be surprised at the many services CDFA offers to the public, as well, from assistance with international trade to job opportunities within the Department.

## **Food Safety**

Learn the steps that California farmers, state agencies, and the federal government take to ensure that the public receives a nutritious and safe food supply. Also, find out how, you, the consumer can prevent food contamination in your home.

## **Nutrition**

Good health and agriculture go hand-in-hand — find out how in the "Nutrition" section of this page. Be sure to visit the "5-A-Day" Power Play cookbook, in both English and Spanish for a variety of healthy recipes.

## **Ag Education**

Attention educators: Help spread the word about the #1 agriculture producing state in the nation! Learn useful facts about California's agriculture industry. "Agri-education" offers curriculum and school project ideas that integrate agriculture into core subject areas. Read about statewide ag education efforts that are already claiming success.

## **County Info**

Visit all 58 of California's counties, one-by-one, and learn about local events such as farmer's markets, fairs and festivals. "County Info" also offers a variety of resources from production statistics to directories for county Farm Bureaus and Agricultural Commissioners.

# FREE CONSUMER HELPLINE

## MONITORED AND UPDATED BY CDFA STAFF

A user-friendly, toll-free consumer resource developed by the California Department of Food and Agriculture. This Consumer Helpline increases public accessibility to updated agricultural production and consumption information.

# 1.800.675.2427

**Toll-Free • 24 hours a day, English & Spanish**

### Helpline Caller Options

- **Food Safety**

From food product recalls, safe food preparation and handling tips, bacteria and food-borne illnesses, callers learn the consumer's role in food safety. Additional topics include Mexican cheese health risks and information on storing and using foods affected by power outages.



- **Nutrition**

Learn important nutrition information and how to make healthy food choices based on the fresh local bounty produced in the Golden State.

- **California Agriculture Overview**

Callers learn about the economic role of agriculture in California including the importance of exports. In addition to products produced exclusively in California, listen to a list of specific contributions from individual counties.



- **Educational Programs**

Ideal for parents, teachers and students, callers receive details for classroom activities and resources including the "5-a-day" Power Plan and school gardens as well as the educational television program "California Heartland."



Other options on this topic include details of the "Don't Pack A Pest" program and what plants and animals can be moved into California.